LinkedIn Talent Solutions

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Alan Simpson, Vice President,
Talent and Resourcing, Jumeirah Group

Jumeirah Group Recruits High-Quality Hospitality Hires with LinkedIn

Highlights

- LinkedIn finds passive talent for specialized positions amongst Jumeirah Group's 54K LinkedIn followers, fifth-highest followed company in the world in the Hospitality sector.
- Jumeirah Group's LinkedIn Career Page serves as a content hub for the company to showcase its employer brand and attract international and local talent, receiving 65K online applications in 2 years, and continuing momentum with 10K monthly online applications.
- LinkedIn constantly provides Jumeirah Group with solid metrics to support the company's recruitment results in terms of quality of hire, time to hire and cost per hire.

Company Profile

Founded in 1997, Dubai-based Jumeirah Group has 22 luxury hotels and resorts in Abu Dhabi, Baku, Dubai, Kuwait, Frankfurt, Istanbul, London, Maldives, Mallorca, Rome, and Shanghai. Jumeirah Group, a member of Dubai Holding, counts 14,000 global employees, with a 12-person recruitment team hiring 450 management-level employees per year.

Business Challenges

In 2010, Jumeirah Group reorganized its recruitment staff into a centralized team of 12 people, who developed a new strategic approach to proactively search for candidates.

Jumeirah Group's recruitment team hires for every management position - from assistant manager and above – including high-growth food and beverage roles, specialized positions like spa manager, and higher-level roles such as vice president and CXOs.

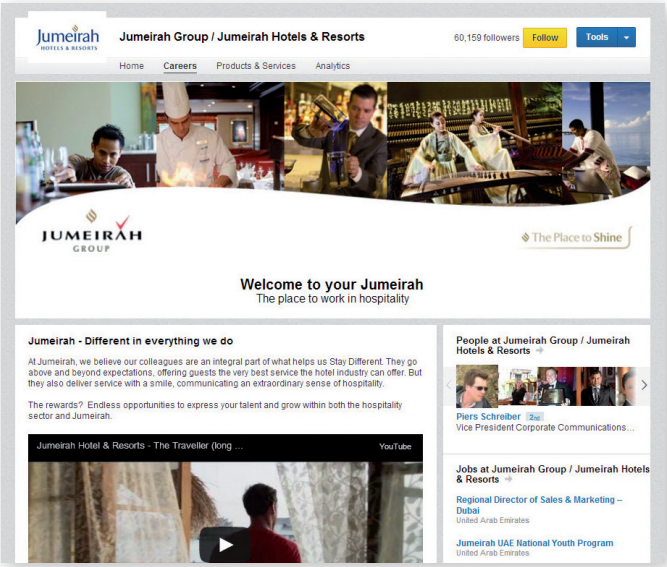
"Traditionally you would advertise on the usual networks – websites, or newspapers, or do open days," said Alan Simpson, Vice President, Talent and Resourcing, Jumeirah Group. "If you open up a job, and people apply, you're not always going to get the person you want. Whereas if you take a more proactive approach and go out and find that person, that's the kind of people you really want."

Building a Strong Employer Brand

In response, Jumeirah Group redesigned its careers website and enhanced its social media outreach, beginning the strategic relationship with LinkedIn in 2011.

Response has been swift. With more than 450K followers and fans across social media, Jumeirah Group has a wide talent pool of prospective employees. Their LinkedIn Career Page has proven especially popular, with more than 54k followers, rocketing the company to LinkedIn's fifth-highest followed company in the hospitality sector worldwide.

"Having a Careers Page on such a great social network that is global has allowed us to attract talent in countries that we may never have reached before," said Simpson. "Having that page allows us to send messages out about jobs, what Jumeirah Group is doing, and post videos."



Jumeirah Group's Career Page on LinkedIn

Finding 'Passive Talent' on LinkedIn

Jumeirah Group recruiters have found strong success using LinkedIn for finding candidates that are not necessarily looking for a job – also called 'passive candidates' - via InMails, LinkedIn's internal messages.

"The winner for LinkedIn is the ability to go to specific companies, countries, and regions and really drill down to what we're looking for. That ability to search is key." said Simpson. "If we're looking for a chef from South America, to save me from getting on a plane there, I can go on LinkedIn and search for people and certain restaurants, and find those people." LinkedIn has also enhanced Jumeirah Group's analytics, including tracking quality of hire, time to hire, and cost per hire.

"To be able to report back to our Board and say, 'This is where people are coming from, this is the amount of applications we're having, this is the age groups that are applying' - all of that information is key," said Simpson. "Our Board can then understand which markets to look for people, and where to look at hotels."

"One thing that LinkedIn really does is revolutionize the way that people look for jobs and find jobs. It's definitely changed the face of recruitment. And I think recruitment the old way is going away and social networks are the new way forward."

Alan Simpson
Vice President, Talent and Resourcing,
Jumeirah Group

Enhanced Recruiting Overseas

LinkedIn has played a key role in driving international candidates to Jumeirah Group's online applications, with the company receiving 650K online applications in two years.

"We encourage people to keep their LinkedIn page updated -- that's how we meet new people, make new contacts, and have great relationships with people," said Simpson. "The networking is wonderful; I meet people through LinkedIn I may never have met before."

For Jumeirah Group candidates who apply online and are referenced by word-of-mouth, LinkedIn is one of the first social networks that we check, said Simpson.

Jumeirah Group now receives 10K online applications per month, a figure expected to grow as the company expands internationally in MENA, Europe, and Asia-Pacific.

Visit **talent.linkedin.com** to learn how you can source top candidates on LinkedIn.

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